

ENGINE TO PRESENT A USER INTERFACE BASED ON A LOGICAL  
STRUCTURE, SUCH AS ONE FOR A CUSTOMER RELATIONSHIP  
MANAGEMENT SYSTEM, ACROSS A WEB SITE

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ABSTRACT OF THE DISCLOSURE

10 A flowchart-based tool can be used to build a logical structure. In the  
context of a customer relationship management (CRM) system, the logical structure  
can comprise an ordered set of questions and branching logic that are presented to  
a customer of the business when the customer contacts the business with an  
inquiry, such as for a sale or service inquiry or other interaction. An engine can run  
a session associated with the logical structure, with the session presenting  
15 questions, text, graphics, and the like dynamically to customer across a network,  
such as the Internet and a web site. Branching logic determines the appropriate  
information to present to the user based on answers to previous questions. The  
engine allows presentation of the information to the user/customer, by generating  
20 of the logical structure as part of a user interface on a client terminal of the  
customer.

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